**What is Be the Cause Campaign?**

**The cooperative, annual fund program of the AFP Foundation for Philanthropy and our chapter.**

**Why is it important to us?**

BECAUSE

ethical and effective fundraising practices build trust and strengthen relationships.

BECAUSE

education, training, mentoring and research empower fundraisers.

BECAUSE

donor-centered fundraisers help transform giving to create social change.

**How will my gifts be used?**

**Your investment in the AFP Foundation for Philanthropy will help support local, national and international programs:**

* 1. Diversity & Inclusion
* Diversity scholarships to the AFP International Fundraising Conference are a priority for the Foundation.
	1. Professional Development
* Scholarships provide fundraisers and nonprofit leaders with education, training, and leadership development opportunities.
	1. Research
* Research that increases knowledge of fundraising, philanthropy, and social innovation includes the Growth in Giving Initiative.

A portion of every donation you make to BE the CAUSE comes back to our chapter to support important chapter programs like: the *Chamberlain Scholarship Program, which helps support fundraiser training by funding scholarships for the ICON annual conference.*

**Great Smokey Mountain Chapter 2020 Challenge**

**Would you consider giving $20 for 2020?**

**100% Board Participation**

**Isn’t my AFP membership my support?**

AFP membership does not “support” the Foundation. Your support of the AFP Foundation for Philanthropy is above and beyond AFP dues. When you join AFP, you receive products, programs and services in exchange for your membership. The AFP Foundation raises revenue for fundraising innovation to underwrite the creation of new or enhance existing programs and services—adding value to your membership. The AFP Foundation also works to raise awareness about the role and impact of fundraising in philanthropy to nonprofit leaders and donors and the general public

**What is the relationship between the Association of Fundraising Professionals (AFP) and the AFP Foundation for Philanthropy?**

The Association of Fundraising Professionals (AFP), a 501(c)(6) nonprofit membership organization, and the AFP Foundation for Philanthropy, a 501(c)(3) charitable organization, represent a typical professional association/foundation partnership. The primary focus of AFP is to advance ethical and effective fundraising worldwide. The AFP Foundation for Philanthropy works on behalf of those who lead, serve and support nonprofit institutions in the interest of the public good. Together, AFP and the AFP Foundation, support the pillars of the fundraising profession: ethical practice, education, research, leadership development and a community of inclusion and diversity.

**What are the different ways to support AFP and the AFP Foundation?**

 **Membership Dues to the Association of Fundraising Professionals (AFP)**

• Members receive direct benefits in exchange for their membership purchase

 **Donations to the AFP Foundation for Philanthropy**

• The AFP Foundation is a 501(c)(3) nonprofit organization. Contributions are tax deductible to the fullest extent of the law.

 **Political contributions to the AFP Political Action Committee (PAC)**

• Non tax deductible personal gifts - US citizens ONLY contribute - to the support of candidates for Federal office who believe, and have demonstrated their beliefs, in the principles to which philanthropy and the fundraising profession are dedicated.

**How do I make my contribution to the AFP Foundation?**

* Donate online: https://afpglobal.org/donate
* Mail a check: AFP Foundation for Philanthropy, 4300 Wilson Blvd., Suite 300, Arlington, VA 22203
* Call with a credit card: 800-666-3863 x448.
* Ask your local AFP board members for a form